Permit #S00041221

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: S00041221 **Type of Permit:** STILL **Release Date:** 06/17/2011

Production Company JOYRICH

Insured Company Name JOYRICH
Contact Phone No. 1 323-951-9727
Contact Phone No. 2
Fax
Address 233 S LABREA AVE
LOS ANGELES, California 90036

Production Title JOYRICH

Type of Production Still Photo

Producer Robert Kohei

Director n/a n/a

1st AD n/a n/a

Production Manager Luis Ramos

FilmL.A. Coordinator JDP - Jason Del Paine

Location Manager Luis Ramos
Primary Phone Mobile - 310-666-7230
Secondary Phone

Location Assistant n/a na
Primary Phone Office - 323-951-9727
Secondary Phone

Fees

FILMLA STILL APPLICATION FEE	$60.00
FILMLA MONITOR FEES	$120.00

Total Permit Fee $180.00

Number of Locations 1

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Summary Information — Location

Permit Number S00041221
Production Company JOYRICH
Insured Company JOYRICH
Production Title JOYRICH

Location Manager Luis Ramos
Primary Phone Mobile - 310-666-7230
Secondary Phone

Location Address 14954 Corona del Mar, Los Angeles, CA, 90272

Location Type Private Residence

Film Dates 6/17/2011 - 6/17/2011 10:00 - 18:00 1 day

Open or Closed to the Public Closed

Generic Conditions
All vehicles must be parked on private property
FilmLA Monitor required at a minimum of four hours.
Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached documents
S41221, joyrich.pdf
Pacific Palisades July 2009.pdf
Pacific Palisades - Huntington Palisades July 2009.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	2
Vans	1

Personnel on Location

Type	Quantity
Cast	2
Crew	8
FilmL.A. Monitor (s)	1

Filming Activities Exterior models against scenery; Interior models against scenery; All on property; Company may not have any vehicles on the street at any time, all vehicles must be on private property at all times; All exterior activity must be completely contained on the property;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 631 **Grid:** B7

Location Notes Company must contact Huntington Palisades HOA prior to first date of activities.

Approvals LOS ANGELES POLICE DEPARTMENT Melissa Hernandez

Coordinator Note FILM LA MONITOR REQUIRED:
06/17/2011, 0900-1300

Coordinator Note Company may not have any vehicles on the street at any time, all vehicles must be on private property at all times

All exterior activity must be completely contained on the property

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

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Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of JOYRICH Inc. ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 6/16/2011

Representative's Signature

Eun Young Lee

Representative's Name (Please Print)

Vice President

Representative's Title (Please Print)

JOYRICH Inc.

Name of Principal (i.e. company name)
(Please Print)

233 S. La Brea Ave
Los Angeles, CA
90036

Principal's Mailing Address (Please Print)

323-951-9727

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
1481 E. 4th Street
Los Angeles, CA 90033
Ph. 323-260-4777 Fx. 323 415 6180

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SPECIAL FILMING CONDITIONS
PACIFIC PALISADES, PALISADES HIGHLANDS AND CASTELLAMMARE AREAS

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The following Special Filming Conditions have been established to mitigate the concerns of local residents. These Conditions are a result of meetings with the Pacific Palisades Town Council, City Council Office representatives and area residents.

- **FilmL.A. will evaluate all requests for permits in this area using the following criteria:** Frequency of filming per block near the requested location and parking areas – Duration and frequency of recent filming – Proximity of concurrent filming activities – Historical use – Recent problems or complaints – Number of filming days requested – Company size – Proposed activities (effects, excessive noise, cranes, etc.) – any other criteria that may be relevant to the specific situation. ***NO PERMITS FOR THIS AREA SHOULD BE ASSUMED TO BE AVAILABLE WITHOUT THE ABOVE REVIEW.***

- **Affected residents must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*

- **Craft services, catering trucks, food preparation tables and dining tables are prohibited on sidewalks or parkways and must be out of public view.**

- **Trash and refuse must be removed from the area immediately after filming activities are completed.**

- **Production companies may not arrive in the area prior to 7:00 a.m. and must depart no later than 10:00 p.m.** unless affected residents (generally those within 300' of the filming activities or equipment parking) are surveyed to identify neighborhood concerns and approval is obtained from FilmL.A.. The approved times must be indicated on the permit.

- **No weekend or holiday filming unless approved by FilmL.A.**

- **Parking of production equipment is limited to one side of the street.** Film company vehicles shall not interfere with gardener's activities, trash pick up, safe use of streets or access to resident driveways, unless approved by the affected residents. ***In some instances, it may be necessary for companies to post both sides of the street to maintain proper access for emergency vehicles and area residents.***

- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.

- **Lighting is to be confined to the specific site and shall not adversely impact neighbors and/or traffic.**

- **Cast and crew may not park on area streets.** Off-street parking must be provided.

- **Prep and strike days must be included on the permit and may not take place on weekends unless approved by FilmL.A.**

NOTE: ADDITIONAL CONDITIONS ARE APPLICABLE FOR THE HUNTINGTON PALISADES, RIVIERA ESTATES, PALISADES BLUFF AREA AND THE INTERSECTION OF ALMA REAL AND OCAMPO DRIVES.

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SPECIAL FILMING CONDITIONS ADDENDUM
THE HUNTINGTON PALISADES

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The Huntington Palisades is part of the Pacific Palisades bounded by Sunset Boulevard on the north, Chautauqua Boulevard on the east, Alma Real Drive on the west and Corona Del Mar Drive on the south. These Special Filming Conditions apply to the following streets: Alma Real Drive, Almoloya Drive, Altata Drive, Alva Drive, Camarosa Drive, Chapala Drive, Chatauqua Boulevard, Corona Del Mar, El Cerco Drive, Frontera Drive, La Cumbre Drive, Ocampo Drive, Pampas Ricas Boulevard and Toyopa Drive. Everything in this Special Filming Conditions document is part of all filming permits issued for this location.

- **Affected residents must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*

- **A production company representative must contact the Huntington Palisades Property Owners Corporation to notify them of their intent to film in the area**. The production company must contact the homeowners' association immediately after applying to FilmL.A. for a permit if this contact has not been previously made. The contact person for the association is Jeaneen Fabbro, Administrative Coordinator, or Jennie Chesley, Assistant Administrative Coordinator, Huntington Palisades Property Owners Corporation, P.O. Box 1585, Pacific Palisades, CA 90272; (310) 454-4913.

- **No parking is permitted on either side of the street at or near the sharp curve connecting Alma Real and Corona Del Mar.**

- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.

NOTE: These conditions are in addition to the Palisades Conditions

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